HUMPHREY BOGART

EDWARD G. ROBINSON

LAUREN BACALL

A CAST AS EXPLOSIVE AS ITS STORY!

KEY LARGO

WITH

LIONEL BARRYMORE

CLAIRE TREVOR

AND

THOMAS GOMEZ · JOHN RODNEY · DIRECTED BY JOHN HUSTON · PRODUCED BY JERRY WALD

Screen Play by Richard Brooks and John Huston • Based on the Play by MAXWELL ANDERSON As Produced on the Spoken Stage, by the Playwrights Company • Music by Max Steiner

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SELLING POWER TO MATCH
ITS STAR POWER AND STORY POWER

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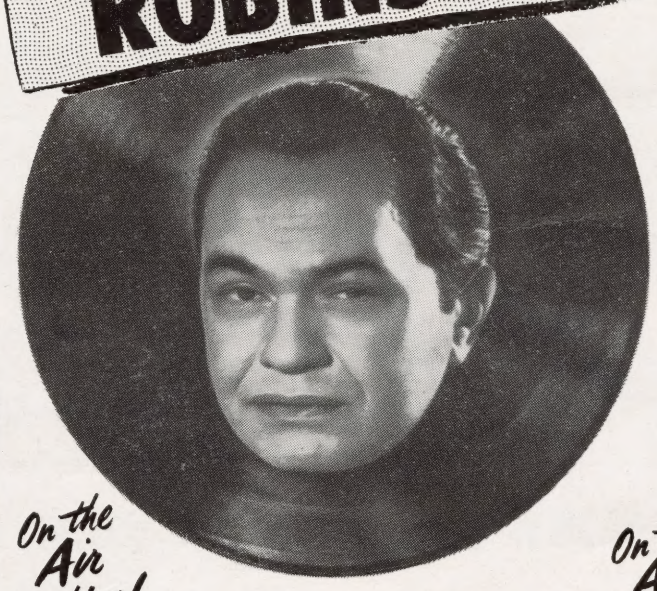
ROBINSON



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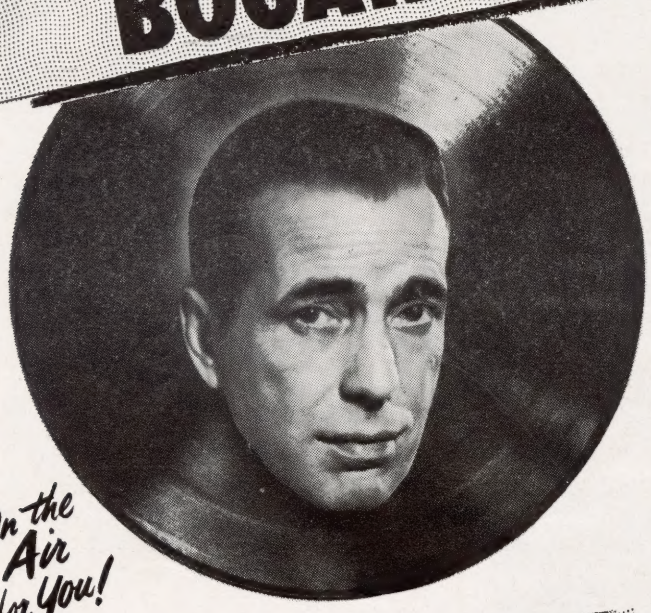

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1. "Key Largo Radio Interview Records" (Specify set of 5 or individually)
2. "Key Largo Spot Announcement Record"

They're All Free!

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KEYED TO NEWSPAPERS

One-Day Contest

Order "Mat No. 692-302-X"

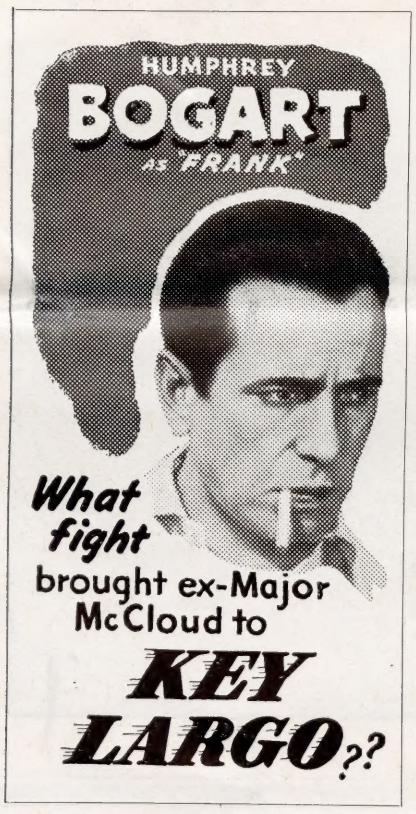
Art available all on one mat. Newspaper sets type. To avoid ties, request brief accompanying statement completing this sentence: "I want to see Warner Bros' 'Key Largo' because . . ."

CONTEST ANSWERS

1. Humphrey Bogart
2. Lauren Bacall
3. Edward G. Robinson
4. Lionel Barrymore
5. Claire Trevor

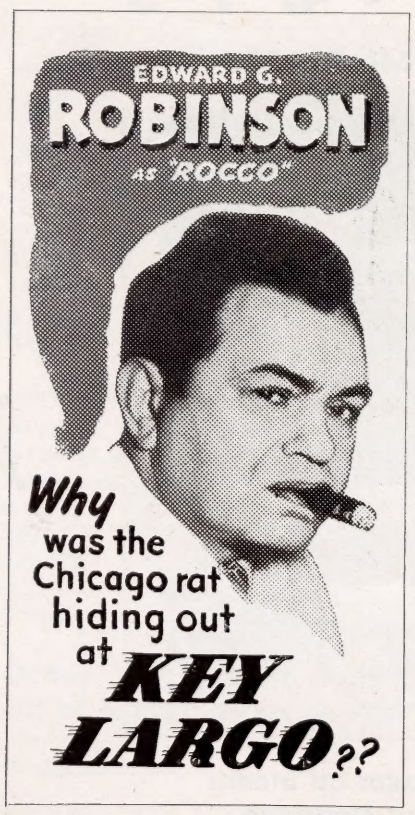
FIVE TEASER ADS

Order "Mat No. 692-303-X"



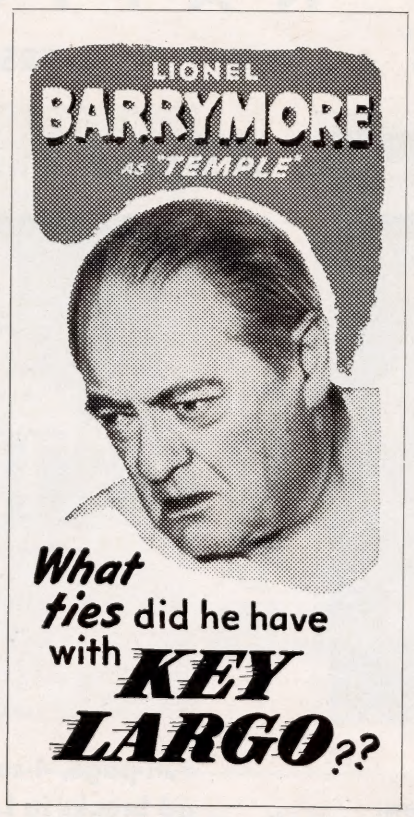
Run them singly, every day for five days straight, a week in advance of opening — or spot them, R.O.P., through single issue with slug directing reader to regular opening day display ad on amusement page. All five available on one mat.

1st Day



2nd Day

3rd Day



4th Day

5th Day

Movie Fans! It's Easy! It's Fun! Win Prizes In Strand Theatre's Five-Star 'Key Largo' Contest!

CLUES: 1. From the shores of "Casablanca" to the highest peaks of the Sierra Madre he's known as filmdom's toughest hero. **2.** Stymied because her famous "look" is hidden by a mask? Then "just whistle" for her name! **3.** He's gangsterland's favorite "Little Caesar" with an insatiable appetite for cigars and guns! **4.** Member of a famous theatrical family, a famous actor in his own right. **5.** On a shoddy "Dead End" street or in a "Stagecoach" out west, she's one actress you can always count on to play the bad girl good!

Name..... Address.....

The five stars shown here are:

1)..... 2)..... 3).....

4)..... 5).....

Five-Star Showmanship Angles

STAR-HEAD DRAWINGS

Available as Set of Five 8x10's! Use 'em Three Ways:

1. LOBBY:

a) Blow up and cut out for star head type display over outer lobby exit as shown in illustration below!

b) Blow up, color in, combine with ad lines (pick up from ad section of this pressbook) for lobby wall or lounge display.

2. NEWSPAPERS:

As regular 2-column publicity stills, or as all-in-one layout for weekend supplements!

3. DRAWING CONTEST:

Inter-art school drawing competition for best star portraits based on these drawings. Ask your local daily newspaper to go along with you on it. They announce details. You line up co-sponsoring merchants to donate appropriate prizes (art supplies, etc.). Winning portraits are displayed in lobby throughout playdate.

Over Outer Lobby Exit

ORDER: "Star Head Drawings No. 692"

THREE NATIONAL TIE-UPS

MAYER GLOVES

Full-page ad breaks in *Mademoiselle* and *Seventeen* (August issues)!

EVERSHARP PEN

Full-page, 4-color ad breaks in *Life* (late June issue)!

DELTAH PEARLS

Full-page, 4-color ad breaks in *Movie Show Magazine* (September issue)!

To Tell Them About 'Key Largo'!

2-Col. Contest Mat

USE THREE WAYS!

1. Newspaper Contest—

As single shot or one-a-day for five days. Guest seat prizes to first ten correct sets of answers turned in at box-office.

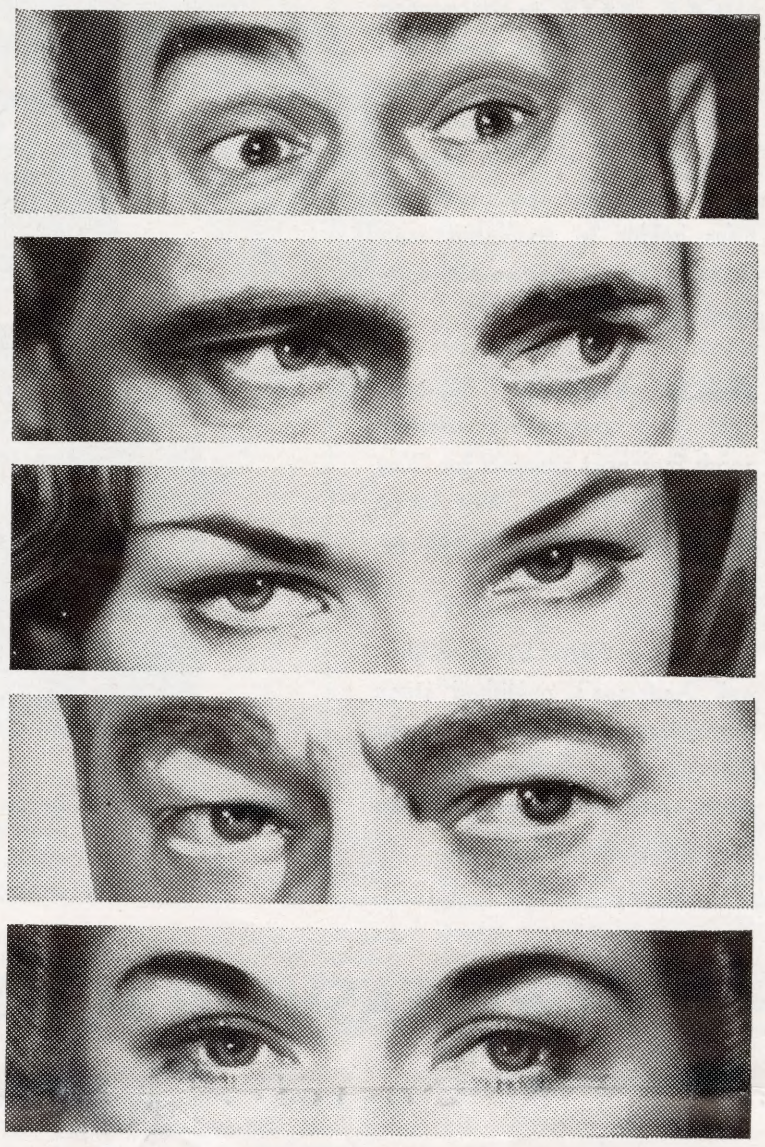
2. Lobby Board—

(a) As a stopper with snipe line: "Watch This Board For Answers!"

(b) Lobby Contest. Have ballot box on table nearby; copy asks patrons to identify the stars. Award pass prizes.

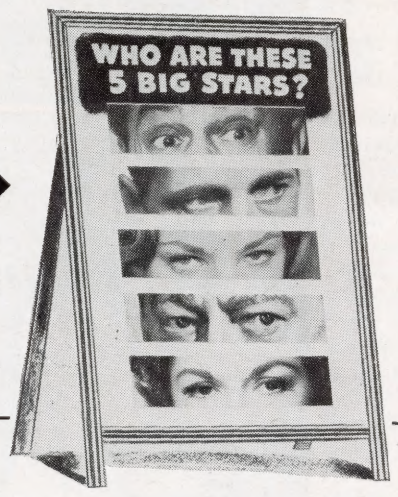
3. Imprinted Throwaway—

or package-stuffer — award prizes same as in "Lobby Board" idea above!



Here's how it looks in newspaper ⬆

And in Your Lobby ➡



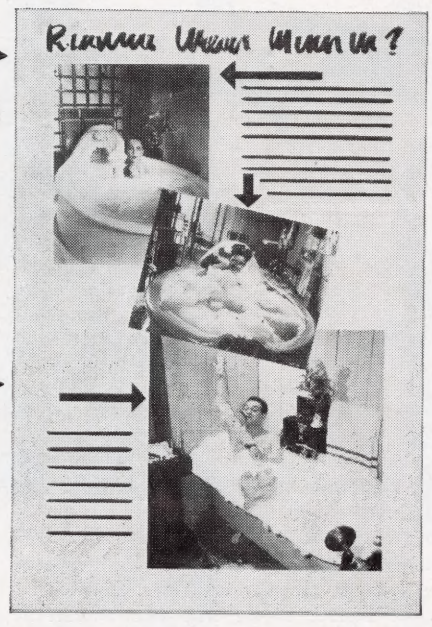
Order "Mat No. 692-201-X"

GAG DISPLAY

COPY

Bubble Baths To Remember! Olivia de Havilland in "Princess O'Rourke" Joyce Reynolds in "Always Together"

Now Look Who's Taking Bubble Baths! in "KEY LARGO" COMING SOON!



Order "Bubble Bath Stills No. 692"— set of 3. Display as above!

NOVEL TEASER IDEA FOR LOBBY

The 8x10 still supplied for the display shown at right has *all* the star heads and names in it. Idea is to blow up, mount and cover all the heads and names with mat paper as shown. Set up in the lobby. The covers are removed one by one daily until the entire display is revealed.

Copy card at side adds to the effect. Line reads:

"Can you guess
who the big stars are?
Watch this board daily!"

Order "Still No. 692-598"

NOTE: All exploitation mats and stills are available direct from National Screen Service Exchanges.

ALL KEYED TO MERCHANDISING

Exploitips

LUCKY 'KEYS' — cooperating merchants distribute small keys (for purchase of stated amount) — week before opening, customers try to fit keys to locked chest in lobby — key that opens chest entitles holder to promoted merchandise therein. See novelty company about the keys.

SPECIAL EVENTS — Season is right for cooperating sporting goods merchant sponsors for "Key Largo Regatta" or "Key Largo Fishing Competition" for local enthusiasts!

BOOKS — Film is based on Maxwell Anderson's published stage play (same title) — your cue for windows and displays in book stores and libraries — also, tell the local drama groups!

STILL NUMBERS

1. 692-Pub. A187 (Ship Models)
2. HB-397 (Men's Wear)
3. 692-Pub. A248 (Tobacconist)
4. LB-216 (Jewelry)
5. 692-Pub. A237 (Barber Shop)
6. 692-300 (Air Conditioning) Use gag copy: "You don't have to go to all this trouble to stay cool when you own a (name of unit)!"
7. 692-588 (Hairdresser)

TWO FASHION MATS

FALL forecast. Smart hostess gown designed by Leah Rhodes for Lauren Bacall, star of Warner Bros.' "Key Largo." Note effective combination of voluminous skirt of gray velveteen and fitted, long-sleeved top of gray wool jersey.

Order "Mat No. 692-101-X"

Two costumes designed to keep the temperature down as the mercury rises, modeled by Lauren Bacall, lovely star of the current Warner Bros. film hit, "Key Largo". Above: Two-piece suit of frost-white, crease-resistant linen with color accent in red polka-dotted diagonal yoke insert. Left: Two-piece frock of coolest rayon in multicolored primitive print.

Order "Mat No. 692-301-X"

(STAR READER)

HUMPHREY BOGART CAN PLAY EITHER HERO OR VILLAIN

Humphrey Bogart, who leads off the brilliant cast of the new Warner Bros.' drama, "Key Largo", which comes soon to the Strand Theatre, moves from villain to hero with the greatest of ease.

It was seven years ago when he made "The Maltese Falcon", that this skilled performer first emerged from his usual dark villainy on the screen. John Huston directed the film. The role ushered in the new Bogart under Warner Bros.' banner, and that is when Bogart's popularity zoomed to the top.

Before that, Bogart was always somebody's evil henchman, the man who dangled a cigarette out of the corner of tight lips, handily wielded a blackjack, and ended up by being pumped full of policeman's bullets.

A few months ago, after those seven happy years of film heroism, Bogart slid down the primrose path again in "Treasure of Sierra Madre", and — oddly enough—again under the guidance of Huston, who, having made him a hero, was ready to undo his work to produce one of the greatest heels in screen history. Bogart also thinks this role in "Treasure of Sierra Madre" is one of the finest he has ever had.

Now, however, Bogart and Huston are back together and once more the director has effected an about-face for his versatile star. Yep, Bogey's a hero—in Warner Bros.' dynamite drama, "Key Largo", his new picture, with Jerry Wald producing. "Key Largo" opens Friday at the Strand.

(ADVANCE)

Ace Cast, Hurricane, Romance Pace Sensational 'Key Largo'

A million-dollar cast with Humphrey Bogart, Edward G. Robinson, Lauren Bacall features Warner Bros.' sensational dynamite-packed film, "Key Largo", which is announced as the Strand Theatre's next picture starting on Friday. In addition to the above trio of stellar names, Lionel Barrymore and Claire Trevor are featured, and Thomas Gomez and John Rodney are cast in important supplementary assignments.

"Key Largo", based on the Maxwell Anderson play as produced on the stage by the Playwrights Company, has been directed by John Huston, the ace director who turned out "Treasure of the Sierra Madre", another Bogart winner. Richard Brooks and Huston collaborated on the screen adaptation of this dramatic tale.

This film marks Robinson's first appearance on the Warner lot since 1942. His "Little Caesar" still lingers as one of Hollywood's greatest performances, and in "Key Largo" he returns to this type of character. It is also interesting to note Miss Bacall's new personality in the film. In place of the girl who generally gives out smart quips, she plays a straight heroine role which reveals new facets of her vivid personality. Barrymore plays most of his role from a wheelchair, however this bit adds to the effectiveness of the part, especially when the sparks begin to fly between the principal personalities.

Music for the production was directed under Max Steiner's skilled baton. Jerry Wald produced "Key Largo", which promises to be one of the sensational films of the season. It has an ace cast, a hurricane, romance, plus five of Hollywood's best personalities at the top now.

HUMPHREY BOGART and LAUREN BACALL appear opposite each other in Warner Bros.' drama, "Key Largo", dynamite-packed tale of mobsters, hurricanes and romance coming next week to the Strand Theatre. Edward G. Robinson, Lionel Barrymore and Claire Trevor share stellar honors.

Still 692-501 *Mat 692-2C*

(REVIEW)

FIVE STARS TOP EXPLOSIVE TALE IN 'KEY LARGO'

"Key Largo", Warner Bros.' newest dramatic masterpiece, is keyed to excitement.

This filmization of Maxwell Anderson's celebrated stage play, which opened yesterday at the Strand Theatre, is top-league fare all the way down. Five stars, Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor, top the cast, which gives off sparks by itself. John Huston, remembered for "Treasure of the Sierra Madre", has directed it, which is another distinctive item. In short "Key Largo" has everything!

Many bits stand out in the vivid drama set against the tropical Florida Keys. Bogart engages in stiff combat with a flock of mobsters. Robinson tries a special brand of whispering-conquest when he makes a play for Miss Bacall. Barrymore fairly bursts with insults when the gangsters take over his hotel. And Miss Trevor, as a faded beauty, makes her bit unforgettable, especially when she is promised a drink to sing "Moanin' Low", and is then refused.

When the action gathers momentum, a hurricane strikes and the drama takes on new excitement. The closing scenes with Bogart eliminating the mobsters provides a thrilling climax to the entire proceedings. "Key Largo" is strong drama, beautifully acted by a skilled cast, and directed by Huston with marked distinction.

CLAIRE TREVOR IN 47TH FILM

After 46 motion pictures, Claire Trevor makes her singing debut with a torch song in Warner Bros.' explosive all-star drama, "Key Largo", which comes to the Strand Theatre next Friday. Miss Trevor sings "Moanin' Low" . . . minus any accompaniment.

Playing the role of a blowsy, hard-living blonde, Miss Trevor says that she doesn't have to worry how her notes come off. "It's not supposed to be good," she says laughingly.

ESSENTIAL INFORMATION

The Cast

Frank McCloud	HUMPHREY BOGART
Johnny Rocco	EDWARD G. ROBINSON
Nora Temple	LAUREN BACALL
James Temple	LIONEL BARRYMORE
Gaye	CLAIRE TREVOR
Curly	Thomas Gomez
Toots	Harry Lewis
Deputy	John Rodney
Ziggy	Marc Lawrence
Angel	Dan Seymour
Sheriff	Monte Blue
Osceola Brothers	Silver Heels Rodric Red Wing

Production

Produced by Jerry Wald. Directed by John Huston. Screen play by Richard Brooks and John Huston; based on the play by Maxwell Anderson, as produced on the spoken stage by the Playwrights Company. Photographed by Karl Freund, A.S.C. Art Director, Leo K. Kuter. Film Editor, Rudi Fehr. Sound by Dolph Thomas. Special Effects by William McGann, Director; Robert Burks, A.S.C. Set Decorations by Fred M. MacLean. Makeup Artist, Perc Westmore. Music by Max Steiner. Wardrobe by Leah Rhodes. Orchestrations, Murray Cutter. Assistant Director, Art Lueker. Unit Manager, Chuck Hansen.

The Story

Humphrey Bogart, ex-Army major, arrives in the midst of the summer heat at a Key Largo, Florida hotel which is run by Lionel Barrymore and his war-widowed daughter-in-law, Lauren Bacall. Upstairs, a mobster, played by Edward G. Robinson, is hiding out with his men, waiting for nightfall and a visit from another mob from Miami. A hurricane strikes and forces the gang to remain longer than anticipated. Tension mounts, and the air is filled with menace, as the law pays a visit and regards the strange assembly suspiciously. Robinson threatens the entire gathering, but Bogart intervenes; there is gunplay and Robinson forces Bogart to pilot a boat over to Cuba. Claire Trevor, Robinson's jilted girlfriend in the film, cleverly slips a gun to Bogart. This comes in handy when the boat is at sea and Bogart eliminates his passengers, one by one in a thrilling climactic sequence. Purpose accomplished, Bogart returns alone in the craft through the heavy fog to the waiting Bacall. The fog lifts as the craft comes in sight of the mainland.

(*Running time*: 101 *minutes*)

FLORIDA SENDS LICENSE PLATES

The Florida State Chamber of Commerce forwarded 20 complimentary Florida auto license plates to John Huston, Warner Bros. director, for use on the cars in the sensational drama, "Key Largo", which comes on Friday to the Strand Theatre.

Huston returned from the Keys where he was obtaining background material for the picture, which is laid at Key Largo and which co-stars Humphrey Bogart, Edward G. Robinson and Lauren Bacall.

The complimentary plates, the Chamber of Commerce officials wrote, show Florida's gratitude to Hollywood for using the state as background for the film.

LIONEL BARRYMORE

Still LB-20 *Mat 692-1B*

EDWARD G. ROBINSON

Still 692-536 *Mat 692-1C*

LAUREN BACALL 'SCREAMS' LOUD IN 'KEY LARGO'

Lauren Bacall displayed a new and unexpected talent on the set of "Key Largo", the Warner Bros. picture in which her husband, Humphrey Bogart, is starred, along with Edward G. Robinson, Lionel Barrymore and Claire Trevor.

She can scream. What is even more important is that she screams willingly and in one instance at least, has recorded a scream which Claire Trevor, off stage, is supposed to scream. This sensational drama, "Key Largo", is scheduled to open next week at the Strand Theatre.

The ability of an actress to scream her own or another's screams is not as common as might be supposed. At one time on the Warner lot, some years ago, hardly a single leading actress, including Constance Bennett, Ruth Chatterton or Kay Francis was able or willing to scream her own screams.

Consequently a young bit player named Alice Doll was employed there to do the screaming for them. Her screams have echoed down theater aisles for years.

But as for Lauren Bacall and her "Key Largo" screams for Miss Trevor, it required just one sample to satisfy John Huston, her director and to startle Bogart, her husband. After that Lauren, who was on the set anyway, although not in the particular scene was kept standing by to scream on signal.

Miss Bacall, who usually presents a sultry personality on the screen, presents additional scope to her histrionic talents in "Key Largo". Here she plays a war-widow in straight heroine style which is particularly arresting.

GLAMOUR

LAUREN BACALL

Still 692-515 *MAT 692-1A*

(SUNDAY FEATURE)

Powerful Cast In 'Key Largo'

Warner Bros. Blaze New Trail Assigning Five Stars to Drama

Still 692-592 *Mat 692-3A*

An artist's vivid impression of the sweeping drama which highlights Warner Bros.' dynamic story, "Key Largo", set against the Florida hurricane country. Five stars, Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor top the cast.

WARNER BROS. have blazed a new trail in assembling the powerful cast which will be seen in "Key Largo," the cinematic version of the famed Broadway play by Maxwell Anderson. Usually only in the lush Technicolor musical films does one see such an important collection of names. But in truth, Warner Bros. had no other choice, for "Key Largo" is the kind of film fare that demands expert handling in each role.

Accordingly Humphrey Bogart, Lauren Bacall, Edward G. Robinson, Lionel Barrymore and Claire Trevor were selected to handle the key parts, and in addition to the 14-karat acting array, John Huston, remembered for his direction of another Bogart triumph, "Treasure of Sierra Madre," directed this film.

Warner Bros. have utilized star casts before but in a different frame. "This Is The Army" bulged with stellar personalities and featured names, plus members of the armed forces who took the original stage production to the scattered sectors of the globe. Other lavish musicals, "Night and Day," "Rhapsody in Blue," "Hollywood Canteen," and "Thank Your Lucky Stars," also projected many star names.

But in "Key Largo," Warner Bros. stay clear of the accepted formula and accent the drama, the story, and impact of a five-star TNT cast! "Key Largo" thrives on excitement, action, thrills and stark realism. The gilt-edged pattern is sublimated into the background for atomic-action acting, something originated by the Burbank studio.

Acting gems to watch for: Bogart's quiet remarks in the midst of Robinson's menacing gun! Barrymore's constant flow of denunciation against the mobsters, all delivered from a wheelchair; Miss Trevor singing "Moaning Low" in order to get a drink and Miss Bacal's rejection of Robinson's advances. Robinson's entire performance brings back memories of the "Little Caesar" he made famous some years back.

Most of the action takes place in a strange, remote Florida hotel. Wooden shutters convey that feeling of protection against another vicious enemy . . . the hurricane! The drama, powerfully constructed, corrals the all-star personnel into this setting, with Huston aiming the camera at each actor point blank as the sparks begin to fly. The portentous mood built up in the early stages comes to a climax simultaneously in the hurricane and clash between Bogart and Robinson.

Almost a century of acting and 241 motion pictures are represented by the five topliners of this drama, which Jerry Wald has produced. Barrymore is the senior member of the group in point of age and the number of films in which he has appeared. "Key Largo" is his 80th.

Miss Bacall is the baby, with only five shows and four years on the screen. Robinson started in "The Bright Shawl" in 1923, and now numbers 62 films. Bogart has been on the screen for 18 years, and Miss Trevor for 15.

Warner Bros., who have led the way before with such epic achievements as "The Jazz Singer," "The Story of Louis Pasteur," "I Am A Fugitive From a Chain Gang," "The Life of Emile Zola," "Juarez," "Little Caesar" and the "42nd Street" brand of extravaganza, again ushers in a new type of film—the five-star dynamite drama!

HARD WORK GOES TO MAKE SCREEN HURRICANE REAL

A lot of small details must be dove-tailed together to make a perfect motion picture scene. Unimportant in themselves, in some instances, they add authenticity and effectiveness to the whole.

One such scene has been filmed in Warner Bros.' sensational drama, "Key Largo", screen adaptation of the successful stage melodrama, in which Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore, Claire Trevor and a number of other well known players take part.

The scene shows the inside of a Florida Key hotel during a tropical hurricane. The entire cast, including all the principals, are huddled in the small hotel office. The big windows have been shuttered on the outside but the storm had to be indicated by their billowing, by the fact that the inside window shades would sometimes flap furiously.

The second assistant director saw to it that the shade pulls were set to swinging before the camera turned for each "take" and another assistant, from above, gently rocked the hanging light fixture while the players read their lines.

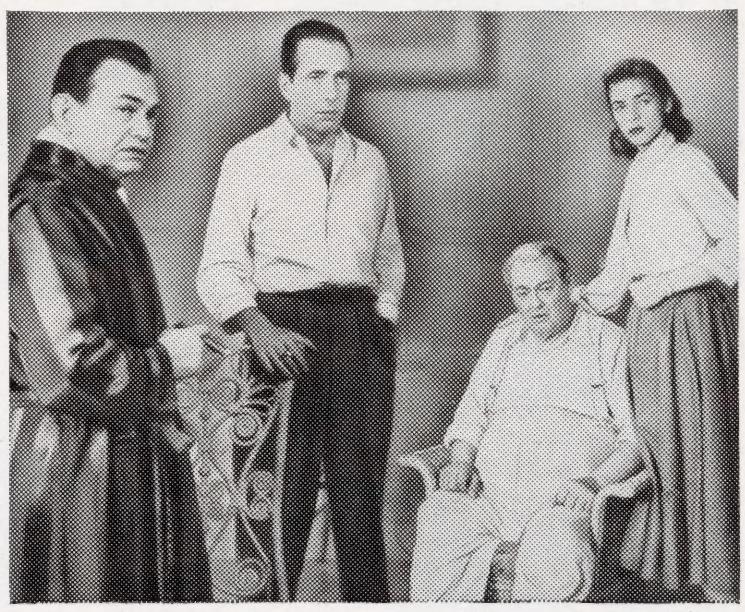
Dan Seymour, who was stationed behind the lobby bar, apparently tending to his bar-keeping business, had threads fastened to his fingers and running to a stack of glasses on the back bar. At the agreed signal from Director Huston, he pulled the glass ware crashing to the floor.

The flopping shutters on the outside were manipulated by the same second assistant director that started the blind pulls to swinging before each scene.

'Key Largo' Hailed As Drama of Year

Heralded as one of the truly exciting pictures of the year, Warner Bros.' sensational drama, "Key Largo", with a 14-karat cast, is announced as the next attraction at the Strand Theatre, opening on Friday. Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor top the cast of the drama.

HURRICANE DRAMA



THE HURRICANE STRIKES . . . a graphic moment in Warner Bros. spell-binding drama of the Florida coast, "Key Largo", opening next Friday at the Strand Theatre. Pictured above are: Edward G. Robinson, Humphrey Bogart, Lionel Barrymore and Lauren Bacall, who appear in the film.

Still 692-6 *Mat 692-2A*

Edward G. Robinson Knows Lauren's Long Nails

One of the outstanding dramatic scenes in Warner Bros.' sensational film, "Key Largo", opening on Friday at the Strand Theatre, is where Lauren Bacall digs her finger-nails deep into Edward G. Robinson's cheeks and beats her fists against his hefty chest. The sultry-eyed Miss Bacall says this is the first time she has ever assaulted an actor.

Miss Bacall's initiation into the more vigorous side of film making came when Robinson attempted to steal a kiss with the hoodlum tactics that are his specialty. And Miss Bacall, playing a widow, resented his advances.

John Huston's particular direction of this bit is another outstanding accent in this noteworthy drama. Instead of playing the conquest audibly, Robinson whispers into Miss Bacall's ear. Later when he presses his attack, he resorts to this whispering tactic again. That is when the actress tears into him.

All-Star 'Key Largo' New Film At Strand

The long-awaited drama, Warner Bros.' sensational film, "Key Largo", which has one of the most distinguished casts ever assembled for a single picture, opens today at the Strand Theatre. Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor top the brilliant cast, which has been assembled under John Huston's direction. This is a screen version of Maxwell Anderson's stage play, which Paul Muni starred in on Broadway. Jerry Wald produced. This is the film which all Hollywood has awaited with keen interest largely because of the imposing battery of stars.

(STAR READER)

HUMPHREY BOGART ONCE ACTED NICE JUVENILE ROLES

It's hard to believe, but it's true. Humphrey Bogart once played flanneled oafs who sauntered on-stage with racket in hand and invariably inquired: "Tennis, anybody?"

"My name was usually Dick or Jack," Bogart says. "Sometimes we varied it, and I was called Horace."

This was in Bogart's fledgling stage days, after he had decided that acting was easier and more profitable than stage-managing, and before he had discovered that his future lay in a gun and a grimace. "At that time," he says, "I thought the only people who used guns were soldiers."

"I put jarsful of pomade on my hair, slicked it back and tried to look like a 42nd Street version of Rudolph Valentino," he continues.

It was during this period that the actor got his first real role as the juvenile in a play called "Swifty". His hair slicker and shinier than ever, Humphrey was really in the big-time now.

Bogart went right ahead acting. However, it was the stage version of "The Petrified Forest" which brought Bogart to the rumpled-hair, cigarette-in-lip, clipped-speech gunman role which won him lasting fame.

"It took me that long," he recalls, "to discover that I could act without a tennis racket in my hand."

Today, Bogart, long outgrown the tennis-playing period, essays the role of a tight-lipped character in Warner Bros.' newest smashing drama, "Key Largo", which comes next Friday to the Strand Theatre. No white flannels, either.

HUMPHREY BOGART
Still 692-29 *Mat 692-1D*

CRUISER NAMED AFTER BOGART'S

Sharp-eyed movie fans will note that the name on the cabin cruiser which figures prominently in scenes in Warner Bros.' drama, "Key Largo", is "The Santana". This is the Humphrey Bogart's and Lauren Bacall's yawl.

Bogart, who appears with his wife in "Key Largo", which comes to the Strand Theatre next week, persuaded Producer Jerry Wald to letter SANTANA on the film boat. "Makes us feel at home," said the actor.

(ADVANCE)

'Key Largo' Coming to Strand With Extraordinary Star Cast

A cast bursting with stellar talent features Warner Bros.' dynamite drama, "Key Largo", coming next Friday to the Strand Theatre. Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor play the top roles. "Key Largo" has been directed by John Huston, the ace director who made film history with "Treasure of Sierra Madre", another Bogart smash.

Jerry Wald produced "Key Largo" under the Warner Bros. banner. It is an action drama, probing the reactions of a disillusioned World War II veteran, who, having helped win the war, is disinclined to help win the peace. Bogart plays this role, with Robinson heading a band of mobster cohorts.

Bogart reads a portion of Franklin D. Roosevelt's now-memorable Declaration of War to Congress in January, 1942 in a sequence of the drama. Edward G. Robinson, as a mob leader, plays the kind of role which brought him to screen fame a number of years ago, while Miss Bacall supplants her usual sultry personality for that of a straight heroine role here.

Huston's distinctive insight into character is clearly presented in several scenes, where Bogart, Robinson, Barrymore, and Miss Bacall and Miss Trevor actually all come in for an equal share of the spotlight. It is a dramatic masterpiece in this way, Huston's handling of such a stellar cast which gives off sparks brilliantly.

STUNNING LAUREN BACALL. Warner Bros.' glamour star who appears in the all-star drama, "Key Largo", opening next Friday at the Strand Theatre. Sharing stellar honors also are: Humphrey Bogart, Edward G. Robinson, Lionel Barrymore and Claire Trevor.

Still 692-515 *Mat 692-2D*

ESSENTIAL INFORMATION

The Cast

Frank McCloud	HUMPHREY BOGART
Johnny Rocco	EDWARD G. ROBINSON
Nora Temple	LAUREN BACALL
James Temple	LIONEL BARRYMORE
Gaye	CLAIRE TREVOR
Curly	Thomas Gomez
Toots	Harry Lewis
Deputy	John Rodney
Ziggy	Marc Lawrence
Angel	Dan Seymour
Sheriff	Monte Blue
Osceola Brothers	Silver Heels Rodric Red Wing

Production

Produced by Jerry Wald. Directed by John Huston. Screen play by Richard Brooks and John Huston; based on the play by Maxwell Anderson, as produced on the spoken stage by the Playwrights Company. Photographed by Karl Freund, A.S.C. Art Director, Leo K. Kuter. Film Editor, Rudi Fehr. Sound by Dolph Thomas. Special Effects by William McGann, Director; Robert Burks, A.S.C. Set Decorations by Fred M. MacLean. Makeup Artist, Perc Westmore. Music by Max Steiner. Wardrobe by Leah Rhodes. Orchestrations, Murray Cutter. Assistant Director, Art Lueker. Unit Manager, Chuck Hansen.

CLAIRE TREVOR YET TO BE BRUNETTE

Pity poor Claire Trevor! She's one actress who admits that she doesn't know what color her hair really is.

"I've been changing its color so frequently for the last few years that I'm not sure what it looked like when I started."

Currently, Miss Trevor is a golden blonde for her role of an ex-night club sinber in Warner Bros.' dynamite drama, "Key Largo", produced by Jerry Wald at Warner Bros. This exciting film opens next Friday at the Strand Theatre.

Last year about this time she was a strawberry blonde, and the season before she was more of a brownette.

This constant changing of her hair shades has been done, the actress says, to accommodate film producers, who all have different ideas as to how she ought to look on the screen.

"It's wearing me out," she says. "Just once I'd like to be a natural whatever-I-am!"

She has had all the varying degress of shades between platinum and brown, but she has yet to be a real brunette. "That'll probably be next," she said with resignation. So being a brunette is her next move.

(REVIEW)

FIVE TOP STARS HIGHLIGHT CAST OF 'KEY LARGO'

Out of Warner Bros.' top drawer has come a dramatic smash, "Key Largo", which has a truly superlative cast of vivid personalities.

"Key Largo", which premiered last evening at the Strand Theatre, has Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor, each cast in important roles. The play itself adapted from Maxwell Anderson's stage production of the same title, is set in Florida with most of the action confined to a resort hotel, over which tension and menace lurks.

One of the most memorable achievements of this moving drama is director John Huston's skill in handling such a stellar array of stars. Bogart dominates the screen at one minute, Robinson takes it over the next, and so on down the line. And when all the stars are gathered before the camera for a climactic scene, the suspense and histrionics which are handed out, is something to shout about. Each one of the five ranking stars comes in for a share of the spotlight which is a remarkable feat in itself.

Bogart slugs it out with Robinson; Miss Trevor sings "Moanin' Low" off-key, minus any accompaniment; Miss Bacall stares Robinson down, and Barrymore delivers many of the most potent lines from a wheelchair. The assembly of mobsters, who comprise Robinson's gang in the drama, is another distinctive feature of the film. Thomas Gomez and John Rodney are standout characters in this specially selected cast.

Not to forget the hurricane sequence which the Hollywood artisans have staged in terrifying style. It is this disastrous storm which provides one of the dramatic highlights in the action-filled story. "Key Largo" bursts with stars and excitement!

LAUREN BACALL HAS NEW EAR-DO

Lauren Bacall uncovers her ears for the first time on the screen in an unveiling that prompted Cameraman Karl Freund to observe that the Look also has ear appeal.

"Indeed," the film cameraman says, "the lady has shapely ears. They cling closely to her head and they have nicely rounded lobes—not too prominent. Neat, I guess, is the word for those cute little ears."

The occasion for this "discovery" of Miss B.'s ears was her new hair-do for Warner Bros.' explosive drama, "Key Largo", due Friday at the Strand. Heretofore, the actress has been lounging around her films with a shaggy coiffure that not only covered her ears but also part of her face.

With the approval of Producer Jerry Wald, Husband Humphrey Bogart, Director John Huston, and other prominent people on the Warner lot, Miss Bacall revised her coiffure into something simple that she tucks back of her ears and clamps with a barrette on the back of her neck. It looks smart.

(ADVANCE)

Warner Bros.' 'Key Largo' Opening Friday At Strand

No picture in years has stirred up such advance interest as Warner Bros.' sensational drama, "Key Largo", which comes next Friday to the Strand Theatre.

The brilliant cast has Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor, five of Hollywood's greatest action personalities. John Huston directed the drama, which is a filmization of Maxwell Anderson's potent stage play.

The story is set in the Florida Keys with most of the action taking place during the off-season in a resort hotel. Into this strangely quiet atmosphere gathers a motley array of personalities, whose true motives soon come to the surface. Huston directed and also collaborated with Richard Brooks on this screen version.

In addition to the drama which is unfolded, a violent hurricane, plays an important part on the strong story. Warner Bros. have excelled themselves in this sequence which strikes a new high for terrifying action.

(COLUMN PLANT)

SURPLUS BADMEN IN 'KEY LARGO'

Two opposing faction of film badmen assembled on the Warner Bros. lot for the explosive drama, "Key Largo", now completed and coming soon to the Strand Theatre.

The hoodlum leaders are Edward G. Robinson and Marc Lawrence.

The Robinson team consists of Thomas Gomez, Dan Seymour, Harry Lewis, and William Haade.

Lawrence's men include Pat Flaherty, Lete Crockett, John Phillips, and Jerry Jerome.

In the middle and, for the time being on the side of law and order, is Humphrey Bogart, aided only by Lauren Bacall and Lionel Barrymore.

"Key Largo" is directed by John Huston. It was produced for Warner Bros. by Jerry Wald, the same producer who brought the following distinguished films to the screen: "Mildred Pierce", "Dark Passage" and "To The Victor".

(OPENING DAY SHORT)

'KEY LARGO' SET FOR PREEM TODAY

Humphrey Bogart . . . Edward G. Robinson . . . Lauren Bacall . . . Lionel Barrymore . . . Claire Trevor . . . all together in one film . . . Warner Bros.' dynamic drama, "Key Largo", which opens an engagement today at the Strand Theatre This awe-inspiring cast, under John Huston's ace direction, appears in one of the dramatic masterpieces of this season, or any other season for that matter. The film is based on Maxwell Anderson's stage play in which Paul Muni starred on Broadway. "Key Largo" is set in a small winter hotel in the Florida Keys, and presents one of the exciting dramas ever screened, much of the gunplay and action taking place during a tropical hurricane. One of the problems in handling such a cast was to give each star equal attention. This Huston has done expertly thus using all the talent he had under him.

FILM FIREWORKS

HUMPHREY BOGART and EDWARD G. ROBINSON in a tense moment in Warner Bros.' smashing drama, "Key Largo", adapted from Maxwell Anderson's stirring story of the return of a Chicago mobster, coming next Friday to the Strand Theatre. Lauren Bacall, Lionel Barrymore and Claire Trevor are also in the 14-karat cast.

Still 692-558 *Mat 692-2B*

CLAIRE TREVOR SINGS FLAT. . . INTENTIONALLY

Miss Claire Trevor made her motion picture song debut under handicaps that would have discouraged a less courageous actress.

In the first place, Miss Trevor had the sniffles, and anybody knows that a lady can't sing her best with a cold in the nose. Director John Huston, who guided the actress through her vocal work-out for Warner Bros.' sensational drama, "Key Largo", talked her out of worrying.

CLAIRE TREVOR

Still 692-522 *Mat 692-1E*

"You're playing the part of a tired, throaty, has-been torch singer," he said. "The sniffles will be perfect."

Miss Trevor sniffled and said she'd go "alog wid dad."

Then there was the matter of no accompaniment. You'll hear no multi-stringed off-scene orchestra when Miss Trevor sings in "Key Largo", coming soon to the Strand Theatre. She just sits on the edge of a barroom table and warbles.

The director did agree to haul in a piano out of scene, to give the singing actress the proper key. But that's all.

Handicap No. 3 involved the fact that Miss Trevor isn't really a singer and that the song she sings is "Moanin' Low", a famous torch ballad made that way by Libby Holman, one of the torchiest singers of all time.

She sang.

"Perfect," said Huston. "Print it!"

All Miss Trevor was interested in as she reached for a handkerchief was: "Did it sound like 'Bonin' Low' or 'Moanin' Low'?"

Monte Blue In Cast Of 'Key Largo' Film

Monte Blue is celebrating his 39th year in motion pictures.

So much in demand is he today for films, that he is presently alternating between two films at Warner Bros., "The Adventures of Don Juan", in which he portrays Errol Flynn's jailer, and his role of a sheriff in "Key Largo". Both are produced for Warners by Jerry Wald. He recently completed a key villain role in the Errol Flynn starrer, "Silver River".

(STAR READER)

Edward G. Robinson Likes Cozy Nap Before A 'Kill'

Edward G. Robinson lifted his thick arms above his head, breathed deeply, and asked if he might be excused, he'd like to take a nap.

"I always nap before murder," he yawned. "It's a habit with me."

During shooting of "Key Largo" at Warner Bros., they were preparing for the Robinson kill-scene. His victim was John Rodney, a courageous young man, but a foolhardy one.

It is Robinson's personal theory, after 25 years of villainy, that an actor should approach murder with a clear and untroubled conscience. Make-believe evils, he explained, should be committed with an unfettered mind, free from complications.

"That's why I like a cozy catnap before I kill," he says.

The "Key Largo" homicide was to be performed in a picturesque setting — what with lightning flashing outside the death room, thunder growling in the caves, and rain splattering against the windows. All these effects were courtesy of the Warner Bros. plumbing, sound, and electrical departments.

Fundamentally, of course, Edward G. Robinson is about as much of a killer as say, Baby Snooks. Everybody knows he's gentle and considerate. But he is most famous for the sinister roles he has played in such pictures as "Little Caesar", "Bullets or Ballots", and "The Sea Wolf", all rugged parts.

(STAR READER)

Lionel Barrymore Speaks Mind About Being 'Lonely'

Lionel Barrymore who appears in Warner Bros.' all-star drama, "Key Largo", coming Friday to the Strand Theatre, is very appreciative of his fans' interest and he thinks that Americans are warm and generous people, but he feels compelled to correct the apparently widespread impression that he's the loneliest man in town.

"Somewhere," the veteran actor says, "the story got out that I was a lonesome old man in the midst of the frivolous, frolicking movie colony."

As a result, his mail has been loaded with tear-stained letters from people who want to take him into their homes, feed him holiday dinners, and brighten his lonely hours.

"Only I have no lonely hours," he snaps. "I'm a busy, happy man—and I have neither the time or the inclination to be lonely."

So he thanks the lady from Peachtree, Ga., who invited him to spend Thanksgiving with her, and he thanks the family in Fayetteville, Ark., who wrote that he could share their home, but he's not lonely—honest! And he wants to stay here and act and enjoy life in general.

FILLERS

Quotes 'F.D.R.' in 'Key Largo'

Humphrey Bogart quotes a portion of Franklin D. Roosevelt's Declaration of War speech to Congress in a dramatic scene for Warner Bros.' explosive drama, "Key Largo", which is announced as the next attraction at the Strand Theatre, starting on Friday. It is the speech which the wartime President delivered in January, 1942, and in which he said: "We are fighting today for security and progress and for peace, not only for ourselves but for all men, not only for one generation, but for all generations. We are fighting to cleanse the world of ancient evils, ancient ills."

Rather Costly

The most expensive piece of wardrobe that Lauren Bacall wears in her newest picture, Warner Bros.' sensational drama, "Key Largo", coming to the Strand Theatre, starting on Friday, is a black calf belt with metal buckle that costs $85. The actress has only one change in the film, a cotton skirt and cotton shirt, both of which cost less than half the price of the belt. The action of "Key Largo" takes place on a small island south of the Florida mainland.

'Artist' Barrymore And His Etchings

Lionel Barrymore, a prominent member of the all-star cast in Warner Bros.' explosive drama, "Key Largo", due next Friday at the Strand Theatre, is an expert etcher on the side. He gave members of the cast each a signed etching after the film was finished, signing them: "Here's the Brooklyn Bridge — Lionel Barrymore".

He explained to Humphrey Bogart and Edward G. Robinson that what he meant by the inscription was that his etchings are just as hard to sell as the famous bridge to Brooklyn.

Phoney Dough

Humphrey Bogart and Edward G. Robinson got a lesson in counterfeiting from Arthur Grube, long-time member of the U. S. Secret Service.

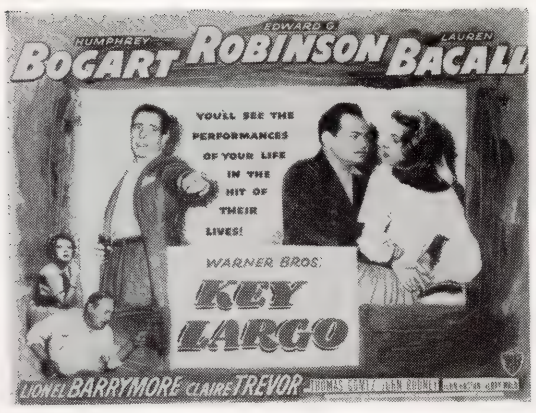
Grube, now retired, was assigned by Warner Bros. as technical adviser on the counterfeit scene in which Bogart and Robinson figure in the sensational drama, "Key Largo", now completed and coming here soon.

Besides assuring the technical authenticity of the film scene, Grube showed the actors and the rest of the "Key Largo" company methods of detection.

ACCESSORIES

9 x 12
COLORED
HERALD

INSERT
CARD



COLORED
22 x 28's

COLORED 11 x 14's
(Set of Eight)

SLIDE

14 x 22
WINDOW
CARD

TWO 40 x 60's

Style A

Style B

POSTERS

24 SHEET

1 SHEET

Order all Accessories and Posters, as well as Stills and Mats, from National Screen Service Exchanges

6 SHEET

3 SHEET

VITAPHONE ONE-SHEET

One-sheets and stills on Warner Bros. Short Subjects also available at National Screen Exchanges.

PRINTED IN U.S.A.

ADVERTISING

Mat 401 — 4 cols. x 10 inches (560 lines)

This ad also in 3-col. size. See page 7A.

Mat 402 — 4 cols. x 11⅛ inches (620 lines)

This ad also in 3-col. and 2-col. sizes. See pages 10A and 5A.

AND
THOMAS GOMEZ · JOHN RODNEY

DIRECTED BY JOHN HUSTON PRODUCED BY JERRY WALD

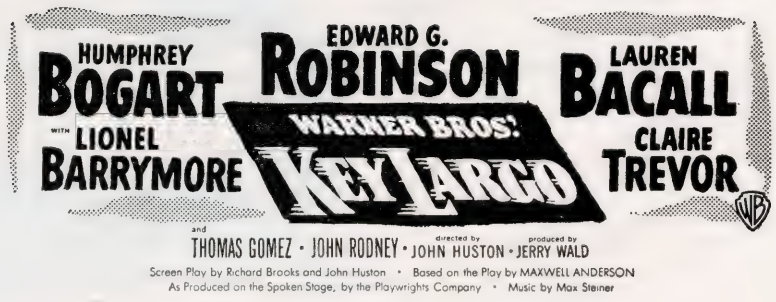
Screen Play by Richard Brooks and John Huston • Based on the Play by MAXWELL ANDERSON As Produced on the Spoken Stage, by the Playwrights Company • Music by Max Steiner

Mat 305 —
3 cols. x 15⅝ inches
(654 lines)

This ad also in 2-col. size. See page 9A.

Mat 304 — 3 cols. x 9 inches (378 lines)

Mat 202— 2 cols. x 2⅜ inches (66 lines)

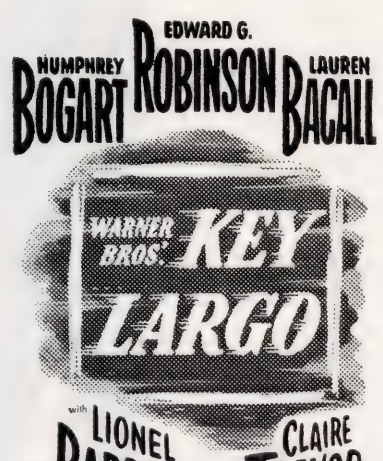


Mat 201 — 2 cols. x 1½ inches (40 lines)

Mat 302 — 3 cols. x 8 inches (336 lines)

Mat 204 — 2 cols. x 5¾ inches (160 lines)

BOTH ADS ON ONE MAT



3⅛ inches (44 lines)

ORDER MAT 101

1¾ inches (25 lines)

EDWARD G.

HUMPHREY **BOGART** **ROBINSON** LAUREN **BACALL**

THE SCREEN WORLD'S MOST EXPLOSIVE CAST FINDS LOVE AND DANGER IN

WARNER BROS.'

KEY LARGO

WITH

LIONEL BARRYMORE **CLAIRE TREVOR**

and THOMAS GOMEZ JOHN RODNEY

DIRECTED BY JOHN HUSTON • PRODUCED BY JERRY WALD • Screen Play by Richard Brooks and John Huston • Based on the Play by MAXWELL ANDERSON As Produced on the Spoken Stage, by the Playwrights Company • Music by Max Steiner

Mat 306 —
3 cols. x 15¾ inches
(660 lines)

This ad also in 4-col. size. See page 1A.

Mat 301 — 3 cols. x 7½ inches (315 lines)

Mat 102 — 1 col. x 6½ inches (90 lines)

Mat 205 — 2 cols. x 6⅝ inches (186 lines)

Mat 209 — 2 cols. x 10¾ inches (300 lines)

Mat 206 — 2 cols. x 8⅞ inches (248 lines)

WARNER BROS. SHORT SUBJECTS

"THE SHELL-SHOCKED EGG" . . . Laughs galore at the antics of a half-baked turtle.

4703 . . . Technicolor Cartoon — 7 min.

"JOE REICHMAN AND HIS ORCHESTRA" . . . Joe Reichman, master of the keyboard, and his orchestra execute delightful renditions of such tunes as "Night and Day" and "Moonlight Sonata".

4608 . . . Melody Master Band — 10 min.

"A NATION ON SKIS" . . . Norway, where the mountain terrain makes skiing a necessity as well as the national pastime and favorite sport, is the locale of this exciting short subject.

4503 . . . Technicolor Sports Parade — 10 min.

"SO YOU WANT TO BE A DETECTIVE" . . . McDoakes is a private eye in this sure-fire laugh-getter . . . the "real lowdown" on the exciting operations of a master private "detective."

4406 . . . Joe McDoakes Comedy — 10 min.

"A DAY AT THE FAIR" . . . With appeal for farm folks and city slickers alike, the 2-reel Technicolor short is a graphic tour of the Iowa State Fair.

4006 . . . Technicolor Special — 20 min.

Mat 208 — 2 cols. x 10⅜ inches (290 lines)

Mat 207 — 2 cols. x 10⅜ inches (290 lines)

This ad also in 3-col. size. See page 3A.

STILLS OF THE AD ART

The same retouched ad art used in this campaign is available as 8x10 stills for your use in special ads, lobbies and blowups. Order from National Screen.

Mat 303 — 3 cols. x 8⅜ inches (351 lines)

This ad also in 4-col. size (page 2A) and 2-col. size (page 5A).

Mat 203 — 2 cols. x 4¼ inches (118 lines)

SPECIAL! PLEASE NOTE!

OFFICIAL BILLING

WARNER BROS.	50%
Pictures Presents	5%
HUMPHREY BOGART — EDWARD G. ROBINSON — LAUREN BACALL	100%
(Name of *ROBINSON* must be displayed 50% higher than names of *BOGART* and *BACALL*.)	
in	
"KEY LARGO"	100%
with	
LIONEL BARRYMORE — CLAIRE TREVOR	75%
(Names *BARRYMORE* and *TREVOR* must be on same line. If names *LIONEL* and *CLAIRE* used above *BARRYMORE* and *TREVOR*, first names must be 50% of names *BOGART*, *ROBINSON* and *BACALL*. Whenever *LIONEL* appears above *BARRYMORE*, *CLAIRE* must appear above *TREVOR*.)	
and	
THOMAS GOMEZ - JOHN RODNEY	40%
* * *	
Directed by John Huston	25%
* * *	
Screen Play by Richard Brooks and John Huston	2%
Based on the Play by MAXWELL ANDERSON	3%
As Produced on the Spoken Stage,	2%
By the Playwrights Company	2%
* * *	
Music by Max Steiner	3%
* * *	
Produced by Jerry Wald	25%
A Warner Bros.-	5%
First National Picture	2%

PRINTED IN U.S.A.

THIS IS A

WARNER BROS. *Campaign!*

RE-RELEASE

2 OF THE HOTTEST ACTION SPOTS ON EARTH!
2 OF THE HOTTEST ACTION HITS ON FILM!

ALL on 1 ALL-TIME, ALL-TORRID, ALL-TNT STAR-PACKED SHOW!

WARNER BROS. RE-RELEASES

DIRECTED BY JOHN HUSTON · PRODUCED BY JERRY WALD
SCREEN PLAY BY RICHARD BROOKS AND JOHN HUSTON • MUSIC BY MAX STEINER

ALSO STARRING WALTER HUSTON · TIM HOLT · BRUCE BENNETT
DIRECTED BY JOHN HUSTON · PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN HUSTON BASED ON THE NOVEL BY B. TRAVEN • MUSIC BY MAX STEINER

Mat 401R—4 cols. x 9½ inches (532 lines)

"KEY LARGO"

Frank McCloud	HUMPHREY BOGART
Johnny Rocco	EDWARD G. ROBINSON
Nora Temple	LAUREN BACALL
James Temple	Lionel Barrymore
Gaye	Claire Trevor
Curly	Thomas Gomez
Toots	Harry Lewis
Deputy	John Rodney
Ziggy	Marc Lawrence
Angel	Dan Seymour
Sheriff	Monte Blue
Osceola Brothers	Silver Heels Rodric Red Wing

"TREASURE OF SIERRA MADRE"

Dobbs	HUMPHREY BOGART
Howard	Walter Huston
Curtin	Tim Holt
Cody	Bruce Bennett
McCormick	Barton MacLane
Gold Hat	Alfonso Bedoya
Presidente	A. Soto Rangel
El Jefe	Manuel Donde
Pablo	Jose Torvay
Pancho	Margarito Luna
Flashy Girl	Jacqueline Dalya
Mexican Boy	Bobby Blake

Mat 306R—3 cols. x 11¾ inches (495 lines)

Country of Origin U.S.A. Copyright 1953 Warner Bros. Pictures Distributing Corporation

Mat 303R—3 cols. x 7⅛ inches (300 lines)

Credits

"KEY LARGO"

Produced by Jerry Wald. Directed by John Huston. Screen play by Richard Brooks and John Huston; based on the play by Maxwell Anderson, as produced on the spoken stage by the Playwrights Company. Photographed by Karl Freund, A.S.C. Art Director, Leo K. Kuter. Film Editor, Rudi Fehr. Sound by Dolph Thomas. Special Effects by William McGann, Director; Robert Burks, A.S.C. Set Decorations by Fred M. MacLean. Makeup Artist, Perc Westmore. Music by Max Steiner. Wardrobe by Leah Rhodes. Orchestrations, Murray Cutter. Assistant Director, Art Lueker. Unit Manager, Chuck Hansen.

"TREASURE OF SIERRA MADRE"

Produced by Henry Blanke. Directed by John Huston. Screen play by John Huston; based on the novel by B. Traven. Photography by Ted McCord, A.S.C. Art Director, John Hughes. Film Editor, Owen Marks. Sound by Robert B. Lee. Technical Advisors, Ernesto A. Romero and Antonio Arriaga. Set decorations by Fred M. MacLean. Special Effects by William McGann, Director H. F. Koenekamp, A.S.C. Makeup artist, Perc Westmore. Music by Max Steiner; Orchestral arrangements by Murray Cutter; Musical Director, Leo F. Forbstein. Assistant Director, Dick Mayberry.

Mat 204R—2 cols. x 3⅝ inches (104 lines)

See Special Double Feature Bargain Ad and Publicity Mat on Page 8.

Mat 305R—3 cols. x 8¾ inches (366 lines)

Mat 101R—1 col. x 1¾ inches (24 lines)

Mat 201R—2 cols. x 1⅜ inches (38 lines)

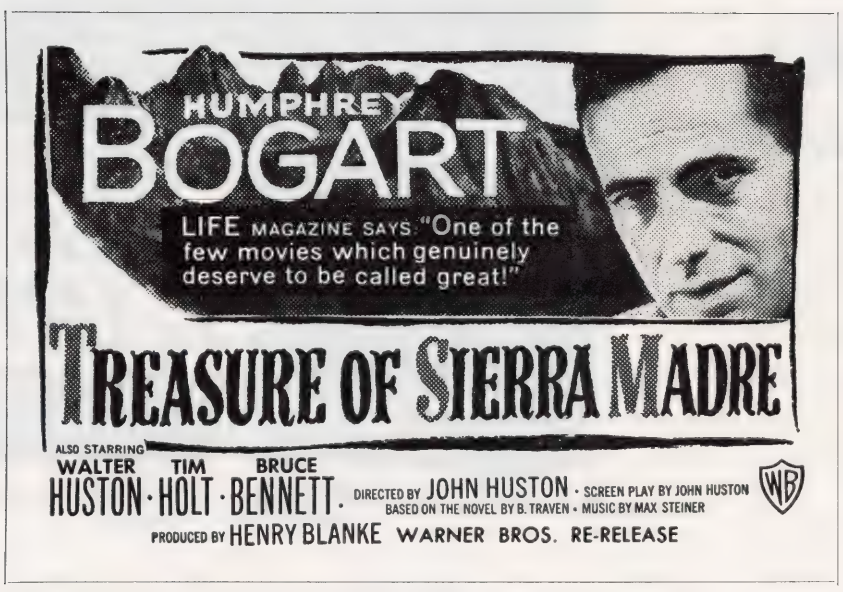
Mat 304R—3 cols. x 7⅝ inches (321 lines)

BILLING

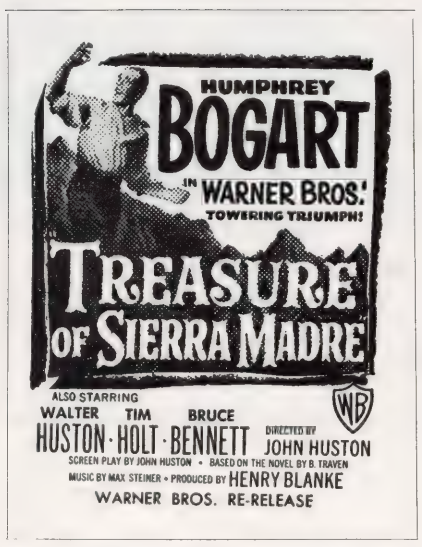
WARNER BROS.	50%
Pictures Presents	5%
Edward G. ROBINSON	
Humphrey BOGART — Lauren BACALL	100%
in	
"KEY LARGO"	100%
with	
Lionel BARRYMORE — Claire TREVOR	75%
and	
THOMAS GOMEZ — JOHN RODNEY	40%
* * *	
Directed by John Huston	25%
* * *	
Screen Play by Richard Brooks and John Huston	2%
Based on the Play by MAXWELL ANDERSON	3%
As Produced on the Spoken Stage	2%
By the Playwrights Company	2%
* * *	
Music by Max Steiner	3%
PRODUCED BY JERRY WALD	25%
Re-release A Warner Bros.-First National Picture	2%

Mat 206R—2 cols. x 5½ inches (156 lines)

Mat 302R—3 cols. x 6½ inches (270 lines)



Mat 203R—2 cols. x 2⅝ inches (72 lines)



Mat 102R—1 col. x 2⅜ inches (34 lines)

Mat 301R—3 cols. x 6¼ inches (261 lines)

BILLING

WARNER BROS.	50%
Pictures Inc. Presents	5%
"TREASURE OF SIERRA MADRE"	100%
Starring	
HUMPHREY BOGART	100%
and	
Walter Huston—Tim Holt—Bruce Bennett	50%
Directed by John Huston	25%
Screen Play by John Huston	3%
Based on the Novel by B. Traven	2%
Music by Max Steiner	3%
Produced by Henry Blanke	25%
Re-release	
A Warner Bros.-First National Picture	5%

Mat 207R—2 cols. x 5⅝ inches (158 lines)

Combination Ad and Publicity Mat 35c

Order "SPECIAL MAT NO. 1". Individual Mats May Be Ordered at Regular Prices.

Mat 208R—2 cols. x 10⅜ inches (290 lines)

Mat 205R—2 cols. x 5 inches (140 lines)

Mat 104R—1 col. x 8½ inches (118 lines)

Mat 103R—1 col. x 3⅜ inches (47 lines)

NOTE:
Publicity Mats 680-1A and 692-2B are also included in this bargain mat.

Mat 202R—2 cols. x 2⅝ inches (72 lines)

This Combination Mat Not Available in Canada.

EXPLOITATION IDEAS

"Key Largo"

PATRONS' FAVORITES

Humphrey Bogart and Edward G. Robinson, two of the screen's most popular "tough guys" have played in a number of favorite films. On a lobby board, set up the list for each star, carry their head stills at top, and ask patrons to check which of these films they'd like to see again. Copy:

WHICH OF THEIR PICTURES WOULD YOU LIKE TO SEE AGAIN?

Check the Ones You Prefer!

HUMPHREY BOGART	EDWARD G. ROBINSON
The Petrified Forest	Little Caesar
The African Queen	Kid Galahad
Battle Circus	Silver Dollar
Casablanca	All My Sons
To Have and Have Not	Vice Squad
Action in the North Atlantic	Woman in the Window
The Maltese Falcon	Manpower
They Drive By Night	Brother Orchid
High Sierra	A Slight Case of Murder

QUESTION COPY

Using one-column mats of the stars (see pages 10 and 11), print up heralds locally with an ad or merchant imprint on reverse side. Copy reads:

THE IMPORTANT QUESTIONS OF "KEY LARGO"!

(Bogart head):
"The Major—What fight brought ex-Major McCloud to KEY LARGO?"

(Bacall head):
"Nora—Whose love kept her on KEY LARGO?"

(Robinson head):
"Rocco—What was the Chicago hoodlum doing on KEY LARGO?"

FIVE STARS IDENTITY STUNT

The branch set of stills—available at National Screen—contains "heads" of and scenes with the five stars in "Key Largo." Tack them all on a lobby board, blank out a portion of the heads and ask patrons to guess identity. See copy:

Do You Know the Stars of "Key Largo"?

Fill in the Card Provided on the Table at Right, Add Your Name and Address and Leave With Usher.

25 WINNERS WILL RECEIVE FREE TICKETS TO "KEY LARGO"—BEGINNING FRIDAY, OCTOBER 21st.

IMPORTANT: **Take a look at the three-sheet on back cover of this pressbook. The two figures of Bogart and Robinson squared off with a gun between them makes a important-looking standee cutout when mounted on a stand with stills on both sides.**

RADIO QUIZ QUESTION

Offer passes to those who can write or call in to radio disc jockey the definition of the word "Key" in the title of Warner Bros.' "Key Largo." A "key" is a low island, especially one of coral, along a coast. It is probably from the French word 'quay.'

INQUIRING REPORTER

Street reporter queries people at random, awarding passes to those who answer correctly the question, "Where is 'Key Largo'?" (The answer: The southern tip of Florida). And, "Where are the Sierra Madre mountains?" (Answer: Mexico).

"Treasure of Sierra Madre"

TRAVEL AGENCIES

The film is set in Mexico and offers an excellent opportunity to tie up with local travel bureaus, steamship companies and airline offices. Supply them with stills from the picture and tie in copy:

Find Romance and Pleasure in Sunny Mexico!
Find Thrills and Action in "Treasure of Sierra Madre" at the Strand

WINDOW STUNT

Place bag of "gold dust" in local store window and ask passersby to guess its weight. Copy reads:

GUESS THE WEIGHT OF THE TREASURE OF SIERRA MADRE!
Closest guesses will win two guest tickets to the Strand!

STREET BALLY

Man, dressed as grizzled prospector with pick-axe, shovel and pack, walks through town carrying placard which reads:

I'm on my way to the TREASURE OF SIERRA MADRE at the Strand

STREET QUERY

Roving reporter on busy street asks passersby, "What would you do if you found the 'Treasure of Sierra Madre'?" Most original replies win passes.

BOOK DEALERS

Local book dealers display copies of the novel by B. Traven in their windows together with scene stills from film and posters carrying credits and playdate.

FIVE TOP STARS IN WARNERS' 'KEY LARGO'

(*Lead Story — Single*)

"Key Largo" starring five of Hollywood's top personalities opens ..... at the ..... Theatre. Edward G. Robinson, Humphrey Bogart, Lauren Bacall, Lionel Barrymore and Claire Trevor are the stars in the Warner Bros. re-release.

Set in a hurricane-battered Florida hotel, the story is a fast-paced drama. Robinson, trying to rule with his iron fist, and Bogart's challenge provide the force and action in the story. The not-so-innocent bystanders in the drama are Lionel Barrymore as the strong-willed hotel keeper, Lauren Bacall, whose now-famous "look" is given full play in the film and Claire Trevor, an Academy Award winner for her "Key Largo" role.

The distinctive talents of the stars and the top supporting cast are united by the direction of John Huston. Huston, who won a double Academy Award for his direction and writing of "Treasure Of Sierra Madre," also collaborated on the screenplay of "Key Largo."

The highlight of "Key Largo" is the hurricane scene in which dramatic conflicts are resolved. There is plenty of gunplay as Robinson and Bogart fight it out for the top man position.

LAUREN BACALL
Still 692-510 *Mat 692-1B*

'KEY LARGO' RETURNS TODAY

(*Opening Day — Single*)

Edward G. Robinson, Humphrey Bogart, Lauren Bacall, Lionel Barrymore, Claire Trevor. This all-star cast, under the direction of John Huston, appears in Warner Bros.' re-release "Key Largo," which opens today at the ..... Theatre.

The film is based on a play by Maxwell Anderson. Set in a small Floridian hotel in one of the isolated Keys, the story promises dramatic conflict and rugged action as Robinson and Bogart square off.

The performance of Claire Trevor as the fading nightclub singer, which won for her an Academy Award, is one of the highlights of the film. Lauren Bacall's now-famous "look" is put to effective use in her role as the woman who becomes the pawn in the fight between Bogart and Edward G. Robinson.

Produced by Jerry Wald, "Key Largo" was written for the screen by Richard Brooks and John Huston.

HUMPHREY BOGART and EDWARD G. ROBINSON square off in this scene from the Warner Bros. re-release, "Key Largo," which opens ..... at the ..... Theatre.
Still 692-49 *Mat 692-2B*

SYNOPSES

"Treasure Of Sierra Madre"

In Tampico, Dobbs (HUMPHREY BOGART), an American on the beach, meets Curtin (TIM HOLT). In a cheap lodging house they overhear Howard (WALTER HUSTON), an old-time prospector, tell about gold in the hills. Dobbs wins a lottery which stakes them to equipment and provisions. The trio heads for the hinterland by pack-mule. They strike gold but soon bitterness sets in with Dobbs constantly bickering with the other two partners. The three decide to quit and start the long journey back to the village. En route they are overtaken by Indians who tell of a stricken lad in their camp. Howard goes off with them to tend the boy. Dobbs, still the troublemaker, starts an argument with Curtin, and there is gunplay in which the latter is wounded and left behind. Dobbs continues alone with all the treasure now, but his troubles multiply. Finally Gold Hat, renegade chief, ambushes Dobbs. The bandit rips open the money-bags and unknowingly scatters the valuable gold dust to the four winds. Curtin manages to reach Howard, where they hear the whole story, including details of Gold Hat's final capture by the authorities.

"Key Largo"

Frank McCloud (HUMPHREY BOGART), ex-Army major, arrives at a Key Largo, Florida, hotel which is run by James Temple (LIONEL BARRYMORE) and his war-widowed daughter-in-law, Nora (Lauren Bacall). Upstairs, Johnny Rocco (EDWARD G. ROBINSON), a mob leader, is hiding out with his men, waiting for nightfall and a visit from another gang from Miami. A hurricane strikes and forces the mobsters to remain longer than anticipated. Angered Rocco threatens the entire gathering, but McCloud intervenes. Rocco forces McCloud to pilot a boat over to Cuba. Gaye (CLAIRE TREVOR), Rocco's jilted girl friend, slips a gun to the ex-officer. When the boat is at sea McCloud goes after his passengers, one by one, in a thrilling climactic sequence. Purpose accomplished, McCloud returns alone in the craft through the heavy fog to the waiting Nora.

HUMPHREY BOGART has the upper hand in this dramatic scene from the award-winning "Treasure Of Sierra Madre," Warner Bros. re-release opening ..... at the ..... Theatre.
Still 680-86 *Mat 680-2A*

'KEY LARGO' COMING SOON TO STRAND

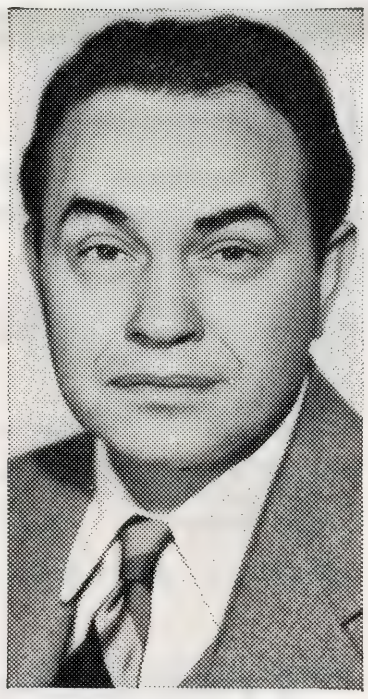
(*Advance — Single*)

The lonely Florida Keys are the locale of the dramatic action film "Key Largo," Warner Bros. re-release starring Edward G. Robinson, Humphrey Bogart and Lauren Bacall with Lionel Barrymore and Claire Trevor. The local engagement of the all-star film begins ..... at the ..... Theatre.

The story is set during the off-season in a resort hotel in Florida. Into this quiet atmosphere gathers a strange array of personalities; a gang of mobsters escaping the law and led by Edward G. Robinson; Humphrey Bogart, who challenges Robinson; Laureen Bacall who dares them all with her famous "look"; Lionel Barrymore and Claire Trevor, who won an Academy Award for her portrayal of a jaded gangland queen.

In addition to the dramatic force of the film, a violent tropical hurricane plays an important part in the story. Director John Huston, an Academy Award winner, contrasts the natural force of the storm with the emotional conflicts of the people caught in the dramatic situation.

Produced by Jerry Wald, the screenplay for "Key Largo" was written by novelist Richard Brooks and John Huston. The film is based on a play by Maxwell Anderson, as produced for the stage by the Playwrights' Company.



EDWARD G. ROBINSON
Still E.G.R.-354 *Mat 692-1A*

BOGARTS NAME FILM SHIP

Sharp-eyed movie fans will note the name on the cabin cruiser which figures prominently in scenes in Warner Bros.' drama, "Key Largo," a re-release coming ..... at the ..... Theatre. It is the "Santana." This is the name of the boat owned in real life by Humphrey Bogart and Lauren Bacall, who also star in the film.

Bogart persuaded producer Jerry Wald to letter SANTANA on the film boat. "Makes us feel right at home," said the actor.

BOGART BACK IN ALL-ACTION DOUBLE FEATURE

(Opening Day — Double)

It's Bogart in two action films!

Humphrey Bogart returns to the screen of the ..... Theatre today in two outstanding Warner Bros. dramas, "Treasure Of Sierra Madre" and "Key Largo," co-starring Edward G. Robinson, Lauren Bacall, Lionel Barrymore and Claire Trevor.

"Treasure Of Sierra Madre" has Bogart in a super-charged dramatic action role as one of three men searching for gold in the treacherous mountains of Mexico. Greed overtakes the party when gold is found and when gunplay leaves Bogart alone with the treasure, fate takes a hand to claim its reward.

In "Key Largo" Bogart plays the role of a former army officer looking for something different. The exciting climax is played against the fury of a tropical huricane.

John Houston, an Academy Award winner, directed both features and aided with the screenplays.

HUMPHREY BOGART
Still HB-367 ***Mat 680-1A***

FAMED ACTOR ON SCREEN

(Feature — Single)

An opportunity to see the late Walter Huston in the greatest performance of his career, one that won for the famous character actor the Academy Award statuette, will be afforded movie fans when Warner Bros. re-release "Treasure Of Sierra Madre." The film stars Humphrey Bogart and it can be seen ..... at the ..... Theatre.

In the story of a modern-day treasure hunt in which greed and gunplay are an important part in the action, Huston is seen as an aged prospector, wizened by experience yet helpless in the face of Bogart's brute force.

FILMERS MAKE TREKS

When Warner Bros. filmed "Treasure Of Sierra Madre" they sent the company of actors and technicians, headed by Humphrey Bogart, on two eight-week treks into Mexico.

BOGART DRAMA

"TREASURE OF SIERRA MADRE" returns to the screen of the .....Theatre starting ..... The award-winning film stars Humphrey Bogart and "Oscar" winner, Walter Huston is seen in a top supporting role. The Warner Bros. action-drama was directed by John Huston.
Still 680-88 ***Mat 680-2B***

'Treasure Of Sierra Madre' And 'Key Largo' Coming

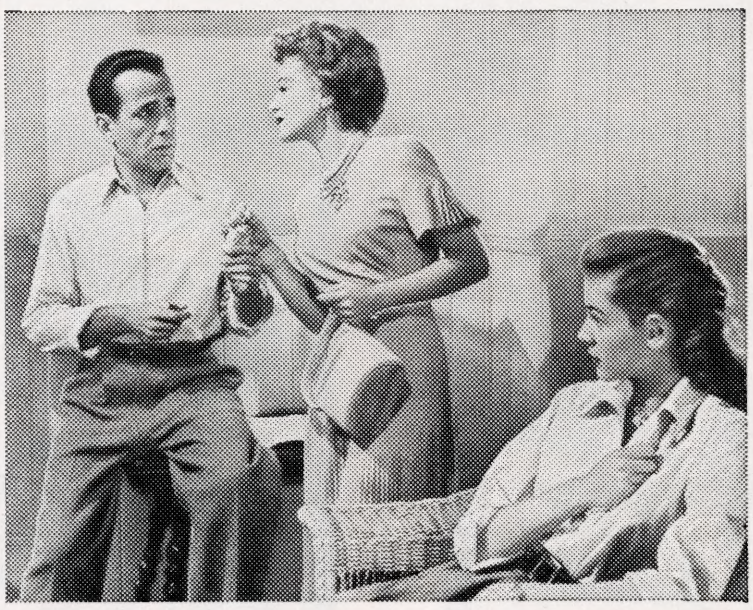
"Treasure of Sierra Madre" and "Key Largo," two of Humphrey Bogart's greatest films, both directed by John Huston, will return to the ..... Theatre on .....

The Warner Bros. films combine some of Hollywood's best acting talents in films which won Academy Awards for director Huston and several of the players. The late Walter Huston and Tim Holt support Bogart in "Treasure of Sierra Madre," a drama of a quest for gold in the Mexican mountains.

In "Key Largo," story of a conglomerate group of persons trapped in a hurricane-swept Florida Keys hotel, Bogart appears with Edward G. Robinson, Lauren Bacall, Lionell Barrymore and Claire Trevor, who won an Academy Award for her work. "Key Largo" is based on a famed Broadway play by Maxwell Anderson.

The two films boast the receipt of many of the top theatrical awards. "Treasure Of Sierra Madre" was named the outstanding film of the year by the New York Film Critics. Bogart, who later won an "Oscar" was a nominee for the top award for his performance in "Treasure Of Sierra Madre." Walter Huston did win though and his son John Huston received two awards for his dual capacity in the filming. In the cast of "Key Largo" Claire Trevor walked off with an "Oscar."

'KEY LARGO' COMING



"KEY LARGO", a dramatic action story starring Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore, and Claire Trevor, has been re-released by Warner Bros. and will start..... at the ..... Theatre. John Huston, famed Academy-Award winner, directed.
Still 692-38 ***Mat 692-2A***

'TREASURE OF SIERRA MADRE' SHOWN AGAIN

(Lead Story — Single)

In a special return engagement, the award-winning "Treasure Of Sierra Madre" comes to the..... Theatre. Film fans will remember the stirring characterizations of Academy winners Humphrey Bogart and Walter Huston. John Huston, for his screenplay and direction of "Treasure Of Sierra Madre" for Warner Bros., was awarded two "Oscars."

A story of greed, against a background of action, "Treasure Of Sierra Madre" depicts the frantic search for gold undertaken by three men in the panoramic wilderness of the mountains of Mexico. In the search the men are united in their efforts, but the discovery of gold changes each man into a selfish, distrusting, renegade. The guns they had been carrying for protection suddenly become weapons of attack. In the climactic scenes, possession of the fortune is decided by a strange twist of fate in which each of the treasure hunters falls victim to his own weakness.

The direction by John Huston of "Treasure Of Sierra Madre" brought not only awards to him but the acclaim of the movie-going public. Based on the novel by B. Traven, "Treasure Of Sierra Madre" was also written for the screen by Huston. For his screenplay he received a second "Oscar" from the Motion Picture Academy.

In addition to the father and son team of Walter and John Huston, Jack and Tim Holt are also seen in the adventure-drama. The younger Holt is the third man on the treasure hunt and his father Jack is seen briefly as one of the down-and-out characters in a Mexican hotel where the treasure hunt is originated.

Produced by Henry Blanke, "Treasure Of Sierra Madre" is a Warner Bros. re-release.

WARNERS' DRAMA RETURNS TODAY

(Opening Day — Single)

"Treasure Of Sierra Madre" returns today to the screen of the ..... Theatre. Humphrey Bogart stars in the emotion-charged action film and Walter Huston and Tim Holt with Bruce Bennett lend their supporting talents.

A desperate search for gold in the mountains of Mexico is the theme of "Treasure Of Sierra Madre." After the gold begins to pile up, greed and distrust begins to set in and each man becomes a renegade to keep the treasure for himself. Gunplay is the result but even the last man alive is doomed to lose the ill-gained fortune as fate takes a hand in the story.

Written for the screen by John Huston, who also directed the film, "Treasure Of Sierra Madre" was based on a novel by B. Traven.

CALF BELT COSTLY

The most expensive piece of clothing Lauren Bacall wears in Warner Bros.' action-drama "Key Largo" is a black calf belt that cost $85.00. The actress had only one change in the film, a cotton skirt and blouse outfit, both of which cost less than half the price of the belt.

NEW ACCESSORIES and POSTERS

"KEY LARGO"

THREE-SHEET

ONE-SHEET

22 x 28 (1)
(Slide also available)

11 x 14's (8)

A HURRICANE OF FEAR AND FURY IN THE SIN-SWEPT FLORIDA KEYS!

INSERT CARD

40 x 60 (Y)

"TREASURE OF SIERRA MADRE"

THREE-SHEET

ONE-SHEET

22 x 28 (1)
(Slide also available)

11 x 14's (8)

LIFE MAGAZINE SAYS: "ONE OF THE FEW MOVIES WHICH GENUINELY DESERVE TO BE CALLED GREAT!"

INSERT CARD

40 x 60 (Y)

Order All Accessories and Posters from National Screen Service Exchanges.

PRINTED IN U. S. A

HUMPHREY BOGART
EDWARD G. ROBINSON
LAUREN BACALL
WHEN THESE GUNS ROAR
THE SCREEN EXPLODES AS IT
NEVER HAS BEFORE!!!
WARNER BROS.'
KEY LARGO
LIONEL BARRYMORE · CLAIRE TREVOR
AND THOMAS GOMEZ · JOHN RODNEY · DIRECTED BY JOHN HUSTON · PRODUCED BY JERRY WALD
Screen Play by Richard Brooks and John Huston • Based on the Play by MAXWELL ANDERSON As Produced on the Spoken Stage, By the Playwrights Company
Music by Max Steiner

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